

LEO BURNETT U.S.A.

A DIVISION OF LEO BURNETT COMMERCE, INC.

Ad No. 596-(ROULETTE WHEEL)-Req. No. 77159-1/2 Page Horizontal-4/c Bleed-(8 3/8 x 5 3/8 inches)  
National (Offset) Magazines, 1984

Printed in U.S.A.

**SARATOGA 120's**  
Leisure length. Low in tar.

*"Just let it all ride 'til  
I finish my Saratoga."*

Warning: The Surgeon General Has Determined  
That Cigarette Smoking Is Dangerous to Your Health.

© Philip Morris Inc. 1983  
15 mg "tar," 1.1 mg nicotine av. per cigarette, FTC Report Mar '83

The advertisement features a stylized illustration of a roulette wheel in shades of teal and blue, with a white ball in motion. In the foreground, two packs of Saratoga 120's cigarettes are shown: one in its original brown and gold packaging, and another in a blue and white box. A single cigarette lies horizontally in front of the blue box. The background is a light beige with faint, repeating patterns of the roulette wheel's pockets and numbers. The overall aesthetic is clean and modern for its time.



Source: <https://www.industrydocuments.ucsf.edu/docs/kqxn0003>

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